

Map a new way for citizens to communicate with departments and services

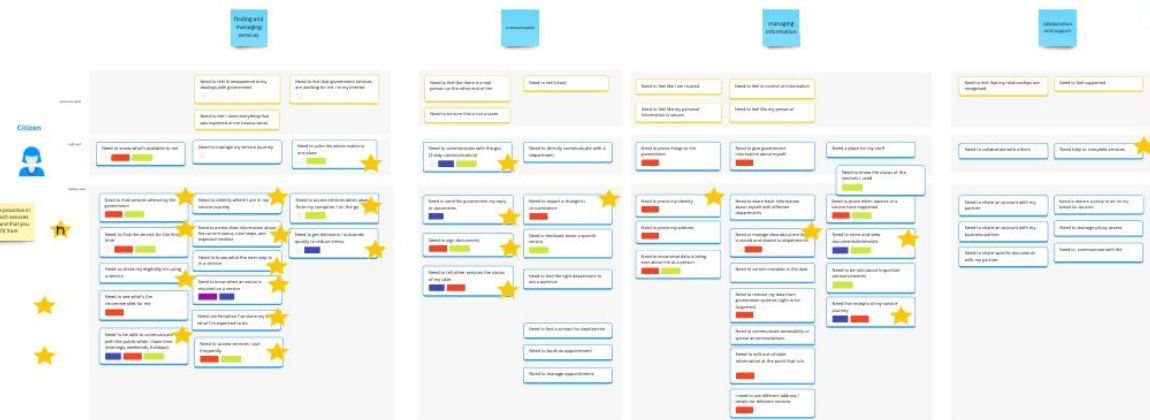
05 August 2024

Welcome

Helen

Government interactions journey (communication and outcomes)

Assumptive needs



Lean user needs map
Here be dragons - this is all based on assumptions and needs to be tested and validated

Citizen

Service providers

Departments
Central & local government

Business

Need to find services that are applicable to me and my situation

Need to find services offered by the government

Manage my service journey in one place

Need to manage the data stored & shared with departments & services

Need to tell the gov once

Need to prove my identity

Need to feel I have agency when dealing with the government

Need support

Need to check my eligibility for a service

Need to communicate with the government as a verified individual

Need to find the right person to deal with my issue

Need to tell the government which channels work best for me

Need to get outcomes quickly to reduce stress & anxiety

Need to prove my address

Need to share steps I've taken

Need to access services using different profiles

Need to access services I frequently use

Need to store documents and letters

Need to feel I've done everything that's expected of me

Communication is needed between departments and citizens, but usually the response to that communication is **an action not another communication** and may be best served over different channels

Department/Service provider	Citizen	Need to make a service transaction			
<ul style="list-style-type: none">Need to legally notify (decision or action against individual)Need to deliver official documentsNeed proof of receipt to confirm deliveryNeed to update a status change (service/case)Need to request informationNeed to warn or cautionNeed to adviseNeed to instruct	<ul style="list-style-type: none">Need to sign documentsNeed to supply informationNeed to declare a decisionNeed to give consentNeed to send/share official documents to prove or verifyNeed to ask a questionNeed to make a payment	Apply	Renew	Claim	Provide
		Register	Submit	Book	Verify
		Pay	Check	Enroll	Notify
		Report	Update	Access	Transfer
		Request	Manage	Review	Appeal
				Obtain	

Lightning talk

Netcompany

Digital Post at a glance

Netcompany's Digital Post solution

Digital Post is for everyone

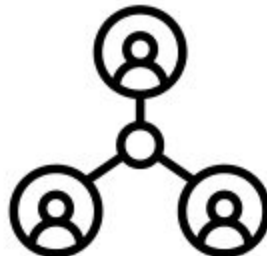
95% of all citizens (4.5m) and 100% of businesses use digital post to communicate with government

227m messages are sent a year

Saved 1bn DKK in government costs from sending paper letters



**Communication
is instant and
two-way**



**Data is shared
seamlessly
across services**



**Services are
easier to use
with embedded
actions**

It's so much more than a mailbox . . .



Read

Modern digital post based on the "MeMo" format. Define actions, links and meta data around every messages



Pay

Citizens and companies can pay fees easily directly from messages including recurring payments



Forms

Fetch specific and structured information from Citizens through a secure and transparent channel



Sign

Citizens can sign documents both in mit.dk and in company self service



Book

Let your Citizens book meeting with the authorities



Consent

Request consent from your Citizens for various business processes



Chat

Let Citizen's chat with customer service and bots and use the MeMo format to personalize the customer experience



Connect

Flow orchestration framework to knit together actions, triggered by a MeMo or through links for "Connected flows".

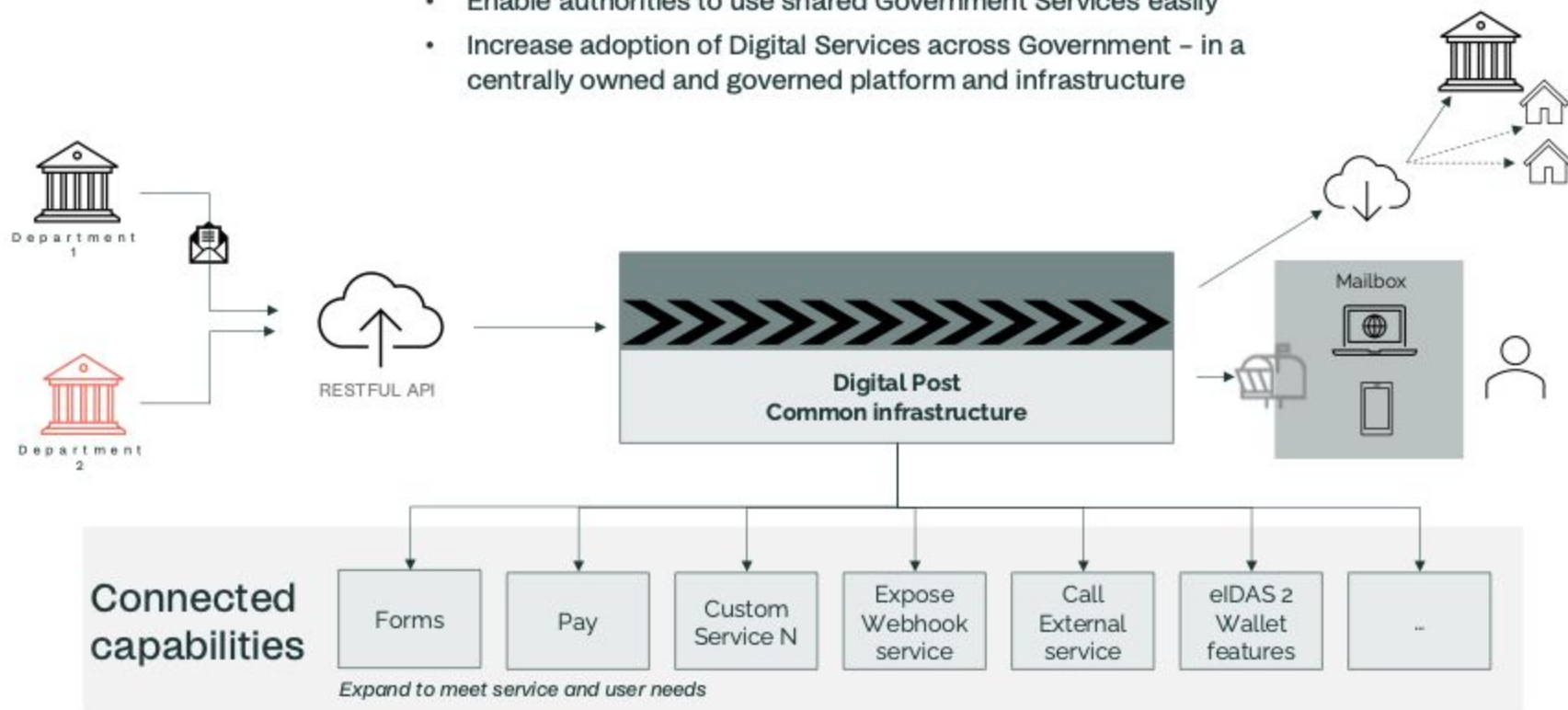


View clients

API architecture enables multiple view clients so authorities can show Citizens' mail in their own Apps.

Ecosystem

- Enable secure and efficient communication with citizens where they already are
- Enable authorities to use shared Government Services easily
- Increase adoption of Digital Services across Government – in a centrally owned and governed platform and infrastructure



Interoperability at its core



- Who is it for and who is the Sender? Is the Sender allowed to send to the recipient?



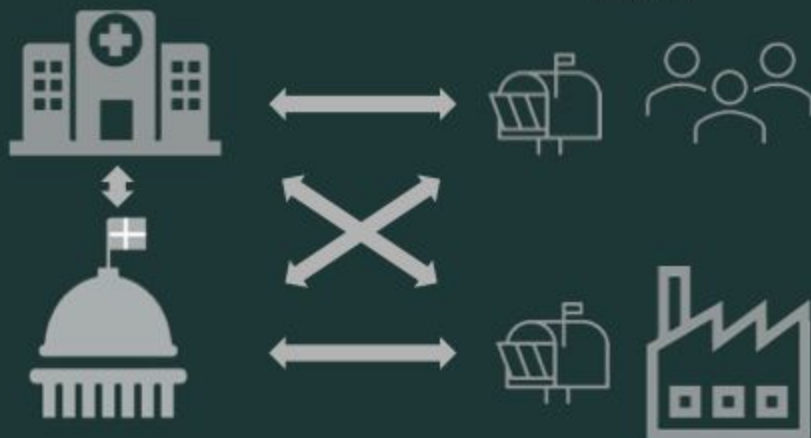
- How is the Letter classified, and what (domain) is it about? What Recipient System should it be delivered to? Is it part of an existing thread? Does it have a Case Id attached to ease Case management in Authority?



- Let the right Recipient read the content – Metadata allows organizations to make sure not only the right Authority get's the message, but also the right department and even the right Employee/Caseworker to receive data in the correct System.

Public institutions

Companies /
citizens



Classification example

Classification	Use case
"Fælles Sprog III"	A joint municipal method for documentation and exchange of data in the field of health and the elderly.

MeMo-format – core of the platform



Self-contained format that allows for structured messages to/from citizens (and companies) and public authorities

Action-features, enabling senders to produce interactive messages rather than static documents

Enrich messages with metadata (case-ID, customer-ID etc.) so when the Citizen replies messages are mapped correctly into case management systems etc.

Target messages to a "Contact point" in an Authority, routing of messages to the correct systems and person at the receiving Authority

Establishes the foundation for efficient communication and interoperability

Elements

The Canvas

Is the stage for the entire model.
Draw on this and add notes to it if you wish.



Areas

Draw these to show boundaries on the canvas. Items in the same areas can interact with each other, pieces in different areas require a channel to communicate.



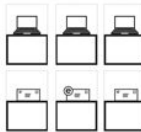
People

Draw these to show boundaries on the canvas. Items in the same areas can interact with each other, pieces in different areas require a channel to communicate.



Things

Are objects people interact with on the canvas. These can include communication, technology or other artefacts.



Places

Where people are located. This can be specific buildings or parts of the same building, but a different physical space from the team.



Clouds

Undefined areas of the system. People can interact with the cloud without showing how it works. Use for out of scope things.



Actions

Show how people interact with other elements on the canvas. Detail the action and response.



Flow

Shows overall movement through stories or scenarios.



Actors



Objects



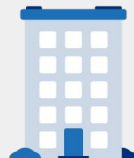
Channels



Interactions



Places





Front stage



Back stage

10 min **As-is map**

5 min **present**

5 min **break**

5 min **Lightning talk DWP**

30 min **mapping**

10 min **present**

10 min **wrap-up**

1. Make sure you put things down on the map, don't just discuss.
2. If you feel like you might get bogged down, focus on key steps and actors.
3. Dot additional ideas on a problem / ideas sheet.

Lightning talk

DWP

Key Design opportunities

How might we

Join up the journey to allow services to be more proactive

Telling you which services apply to you and that you can benefit from or solving issues without the citizen initiating

How might we

Speed up service interactions and journeys

By enabling digital mail we can streamline pure digital journeys

How might we

**Give citizens more control
of their communications
with the government**

Citizen

Need to check my eligibility for a service

Once finding services that are relevant to my situation I need to know whether I am legally able to access those services

Citizen

Need to tell the gov once

Changes that I've made, status of my case or
service impacts other services and departments
including personal information

Citizen

Need to find services offered by the government

Public access

Citizen

Manage my service journey in one place

A service journey could be cross-gov but there is a need to single place to manage that journey otherwise you're bouncing around

Citizen

Need to share steps I've taken

Currently departmental & service systems don't communicate meaning the burden is on the citizen to store and circulate information to prove and inform

Citizen

Need to find services that are applicable to me and my situation

Whether it's my situation or someone else's I need
to be able to locate services that are relevant

Citizen

Need to access services I frequently use

There is repeat usage as well as the services that
you commonly use

Citizen

Need to manage the data stored & shared with departments & services

There is information that needs to be shared across departments & services and can be context specific

Citizen

Need to communicate with the government as a verified individual

An official way to send information to services and
departments

Citizen

Need to store documents and letters etc

People store documents to feel covered if they ever need to prove something has happened or appeal a decision

Citizen

Need to feel I have agency when dealing with the government

Due to the speed of interactions and complexity it's difficult to understand your next step and be proactive or in control

Citizen

Need to access services using different profiles

Individuals often take on different roles for themselves, to help family, act as legal proxy or as business owners

Citizen

Need to prove my identity

In order to use services I need to prove who I am

Citizen

Need to tell the government which channels work best for me

This works on multiple levels, different groups of people relate to different channels in different ways including cultural, social and accessibility

Citizen

Need to feel I've done everything that's expected of me

Piece of mind, knowing if an action is required.
Services aren't proactive and rely on the individual to discover actions

Citizen

Need to find the right person to deal with my issue

There's general communication and then specific service or department or case communication, this currently can be solved by people looking at letters etc.

Citizen

Need to get outcomes quickly to reduce stress & anxiety

Physical mail can create long waits between interactions and also creates opportunities for delays in user behaviour